

LYNCHBURG CITY COUNCIL

Agenda Item Summary

MEETING DATE: **April 22, 2003 Work Session**

AGENDA ITEM NO.: 3

CONSENT:

REGULAR: **X**

CLOSED SESSION:

(Confidential)

ACTION:

INFORMATION: **X**

ITEM TITLE: **Litter Control Plan**

RECOMMENDATION:

Provide input and direction to City staff regarding development of a litter control plan.

SUMMARY:

City staff has been meeting with representatives from Bedford, Campbell, Amherst and Appomattox Counties as well as Citizens for a Clean Lynchburg, Inc. (CCL) to discuss community-wide efforts to reduce and combat littering and illegal dumping in the region. The representatives have proposed to form a Regional Litter Task Force, which would be charged with identifying the problems, root causes, and potential solutions and developing a long-range plan to reduce litter and illegal dumping in the region. There is agreement that this ongoing problem must be tackled both regionally and in each locality.

City staff continues to partner with over sixty-five (65) Adopt-A-Street groups, CCL, City Schools, neighborhood watch groups, civic organizations and concerned citizens who volunteer their time to collect litter. All of these groups have been an integral part of ongoing litter control efforts for the City of Lynchburg. These efforts have included education activities in the City School system promoting good environmental stewardship, community anti-littering campaigns, as well as annual and ongoing clean-up campaigns.

City staff during the previous year spent over \$175,000 picking up litter and cleaning up illegal dumping locations. These efforts are greatly supplemented by very significant volunteer hours that if paid out would exceed \$100,000 annually.

PRIOR ACTION (S):

None

FISCAL IMPACT:

Not determined at this time

CONTACT (S):

David A.Owen, Director, Waste Management Division - 847-1806, ext. 22

Bruce A. McNabb, Director, Public Works - 847-1362, ext. 268

ATTACHMENT (S):

Copy of the litter control presentation

REVIEWED BY: lkp

Litter Control Plan

April 22, 2003

Purpose

How the communities of the region
can better partner and utilize their
limited resources to reduce and combat
the problems of littering and illegal
dumping in the Central Virginia
Community

Partners

Localities that have expressed an interest to
partner together:

- *Lynchburg City*
- *Bedford County*
- *Campbell County*
- *Amherst County*
- *Appomattox County*

Our Common Goals

- Improve and enhance our communities' environment and visual appearances
- Partner together to develop short and long range plans to reduce and combat the ongoing litter and illegal dumping problems

Planning Tasks

- Define problem issues and root causes
 - Littering
 - Illegal dumping
 - Public property
 - Private property
 - Contamination of recycling sites

Planning Tasks

- Identify plausible strategies / options to reduce and combat littering and illegal dumping problems
 - Education and outreach
 - Schools and Colleges
 - Special Events (Day in the Park, County Fairs, Business Connections, etc.)
 - Neighborhood Groups
 - Media venues (commercials, brochures, advertising, litter bags, etc.)

Planning Tasks

- Public information campaigns
 - Anti-littering
 - Adopt-A-Street / Highway
 - Region wide cleanup efforts
- Enforcement Activities
 - Police / Sheriff Departments
 - Court Systems
 - Fines
 - Community Service

Planning Tasks

- Identify resources to cleanup locations:
 - Inmates
 - Community Service Workers
 - Adopt-A-Street / Highway Groups
 - Neighborhood Watch Groups
 - Volunteers (Citizens & Groups)
 - Non-Profit Organizations
 - Schools & Colleges
 - Scouts
 - Summer wage workers

Current Activities

- Lynchburg
 - Adopt-A-Street groups (65) perform at least four (4) cleanups a year
 - March on Litter (Citizens for a Clean Lynchburg partners with City staff)
 - Public Works employees perform weekly cleanups
 - Inmates used primarily on private property
 - Temporary wage employees used by City for periodic cleanups

Current Activities

- Neighboring Counties
 - Adopt-A-Highway groups perform at least four (4) cleanups a year
 - County employees perform periodic cleanups
 - Inmates used on major roads and at county landfills
 - Judges in Appomattox currently impose community service work (litter pickup) for those found guilty for Driving Under the Influence and other similar traffic violations

Where do we go from here?

- Uniform laws and ordinances
- Regional cleanup efforts
- Regional public information campaigns
- Regional school incentive programs
- Regional partnership when applying for litter grants from State
- Sharing information, ideas and resources